

AUCHINCLOSS HEADS BUSINESS BUREAU

Leads New Drive Against Shysters in Business Field

By JOHN COLLINS

With the election of a new president, James C. Auchincloss, the Better Business Bureau starts another chapter in its campaign against crooks and sharp practitioners in commerce and industry. Since its organization in 1922 the Bureau has done effective work.

In the field of finance it has chased out of the state or "up the river," scores of phony stock promoters operating principally in the oil, motion picture and radio industries. Its hand has been laid heavily on real estate sharks also. Florida and Muscle Shoals promotions produced many weeds which the bureau pulled up by the roots. An interesting campaign was carried on in the field of misbranding. For years here the less reputable furniture dealers had been selling as mahogany and other fine woods such inferior types as ordinary pine.

In the twilight zone of business, where practice is a bit too sharp for the consumer, but not quite criminal enough for the law to reach, the bureau has done work peculiarly effective. The fraudulent advertising field is one of these, and here the Better Business Bureau co-operated fully with the newspapers to keep their columns free from stuff designed to take in the unwary.

"The Better Business movement has come to stay," says President Auchincloss in his inaugural statement. "It has proved itself a tremendous force in the fight on fraud and misrepresentation in business and the effectiveness of its methods has long since been demonstrated conclusively."

Nation's Leaders Applaud Exposure

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of a well balanced military force for the defense of the nation and am an ardent advocate of developing our air service to the highest state of efficiency."

United States Senator Coleman Du Pont of Delaware: "I am in favor of preparedness."

Governor George W. P. Hunt of Arizona: "Aerial navigation would be of vast benefit to the nation at large."

United States Senator Royal S. Copeland of New York: "I congratulate The GRAPHIC for this patriotic and advanced stand in a matter of such vital importance to the people of the whole United States."

Rear Admiral Charles P. Plunkett, U. S. Navy, commanding Third Naval District: "Having called the attention of the government and the citizens, through the columns of your paper, to the aerial defense, I have every reason to believe the matter will receive the attention it deserves."

United States Senator Arthur Capner of Kansas: "Our strength in the air should be commensurate with our standing as a leading world power. We ought to keep pace with modern advancements in aircraft and a program that will enable us adequately to do that should be worthy of national support."

Congressman Sol Bloom of New York: "I agree with you that we are behind the other big nations with reference to the building of air forces. We lead, however, in experimentation. I am heartily in favor of training our youth in the art of navigation and building up our aerial defenses."

Gov. W. J. Fields, of Kentucky: "America should give immediate and earnest attention to the development of aircraft."

All Nations Arming For New War in Air

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which would not have occurred were another regime in force.

The Los Angeles, the United States' second rigid airship, was acquired from Germany.

The Los Angeles is a ship that, properly prepared, could reach the North Pole without making such an undertaking an adventure, as it would be with an inadequate airship, and could repeat the flight at any time with the same ease and safety which attends the Twentieth Century Limited on its regular run.

This ship, however, has remained in its hangar for months, and only recently came out one bright morning to fly over New York city and return, post haste, to its Lakehurst base.

It is patently true that the loss of the Shenandoah and the attendant investigation have somewhat stifled the enthusiasm which the military authorities at one time lightly displayed for the rigid airship.

If the loss of this great ship was in any way the fault of its construction, this might be understood. But the truth is a far different matter, as I shall prove in my next articles from the last log of the ship itself.

The American-built Shenandoah could have ridden out the storm which broke its back as easily as it rode out the gale which tore it loose off and sent it spinning down the wind from its hangar.

I brought the ship back safely, and I know.

(Tomorrow I shall tell you WHY the Shenandoah was lost.)

UNMASKED BANDITS LOOT BANK OF \$30,000, ESCAPE

LA PORTE, IND., Nov. 12.—Five well-dressed bandits held up the People's Trust and Savings Bank here today and escaped in an automobile.

The robbers, all unmasked, obtained between \$20,000 and \$30,000 in cash, bank officials estimated.

STOCK MARKET BAROMETER

Prev. close.	Stock.	Open.	2.30.	Net change
8 1/4	Ajax Rub.	8 1/4	8	- 1/4
133	Al Chem.	133 1/4	134	+ 1
52	Am Can.	51 1/4	52	
107 1/4	Am Loco.	107 1/2	107 1/2	+ 1/4
137 1/4	Am Smelt.	137 1/4	137 1/4	+ 1/2
29	Am Wool.	28 1/2	29	
49	Anaconda.	49	49	
156 1/4	Atchison.	156 1/4	156 1/4	+ 1/4
130 1/4	Baldwin.	131	131 1/4	+ 1/2
104	B & O	104 1/4	104	
67 1/4	B M T	68	68	+ 1/2
31 1/4	Cal Petrol.	31 1/4	31 1/4	
166	Ches & O.	166 1/4	164	- 2
66 1/4	C R I & P	66 1/4	67	+ 1/2
110 1/4	Con Gas	110 1/4	110	- 1/4
50 1/4	Corn Prod	50 1/4	49 1/4	- 1/4
34 1/4	Chrysler	34 1/4	34 1/4	
28 1/4	Day Chem.	28 1/4	28 1/4	- 1/4
166 1/4	Du Pont	169	168 1/4	+ 1 1/2
116 1/4	Fam Play.	116 1/4	115 1/4	- 1 1/2
48 1/4	Fleischm'n	48 1/4	48 1/4	+ 1/4
78 1/4	Gen Asph.	78 1/4	78 1/4	+ 1/4
84	Gen Elec.	84 1/2	84 1/2	+ 1/2
49 1/4	Gen Mot.	50	50 1/4	+ 1 1/4
43 1/4	Hud Mot.	43 1/4	43 1/4	+ 1/4
43 1/4	Int C Eng.	44	43 1/4	- 1/4
37	Int Nickel.	37 1/4	37 1/4	+ 1/4
62 1/4	Kenn Cop.	63 1/4	63 1/4	+ 1/4
94 1/4	Mack Trk.	94 1/4	94	- 1/4
54 1/4	Marland O.	54 1/4	54 1/4	- 1/4
55 1/4	Nash Mot.	55	55	- 1/4
35 1/4	N Y Cent.	135 1/4	136 1/4	+ 1
43 1/4	NY NH&H	43 1/4	43 1/4	+ 1/4
50 1/4	Nor Amer.	50 1/4	49 1/4	- 1/4
64 1/4	Pan AP B	64 1/4	64 1/4	- 1/4
100 1/4	Postum	100 1/4	100 1/4	- 1/4
59	Rad Corp.	59 1/4	60	+ 1
42 1/4	Stan O NJ	42 1/4	42 1/4	+ 1/4
50	Studebaker	50 1/4	49 1/4	- 1/4
54 1/4	Texas Co.	55	55 1/4	+ 1/4
17 1/4	Tex G Sul	17 1/4	17 1/4	+ 1/4
62 1/4	U S Rub.	63 1/4	63 1/4	+ 1/4
148 1/4	U S Steel.	149 1/4	150 1/4	+ 2
40 1/4	Wabash	41	41	+ 1/4
28 1/4	Ward B B	28 1/4	27 1/4	- 1/4
51	WarnPic A	50 1/4	50	- 1
21	Willys-Ov.	20 1/4	20 1/4	- 1/4
182 1/4	Woolw'th	184	186 1/4	+ 3 1/2

\$160,000 RECORD PRICE SET FOR EXCHANGE SEAT

The record figure for a seat on the New York Stock Exchange was set yesterday when Robert J. Goldman paid \$160,000 for the membership of Robert Simpson. The previous sale was put through at \$142,000.

Barbara Tough Names Gossips in Hall's Church

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here? A. I was working on the story myself.

Q. Where did they tell you? Simpson objected, while McCarter repeated the question. Justice Parker overruled the question.

Q. What time was the warrant issued? Payne, ignoring the query, said he was not present at the magistrate's office.

Q. Where were you when the application for the warrant was made? A. I don't know exactly where I was when it was made. I was told by Capt. Walsh it had been issued.

Q. With whom did you go to New Brunswick?

Parker overruled the question.

Went With Police

McCarter reframed his question and got the desired answer.

Q. Did you go there alone or with other people? A. With Capt. Walsh and Sgt. Burke.

Q. Were any of your photographers or reporters there? A. No.

Q. Do you say that none of your reporters were on the Hall grounds? A. The Hall grounds are very large.

Q. Were there not Mirror representatives on the Hall grounds? A. Not on the grounds, no.

Q. Were they on the street? A. Yes, they were in New Brunswick when they had been there for a week or ten days.

Q. Where did you say there were no photographers? A. There were no photographers in a lot of places.

Q. Did you come back to Somersetville that night? A. Yes.

Q. Did you see reporters or photographers there?

Simpson protested that reporters from other papers might have been there.

Q. You were in charge of and directing the investigation against Mrs. Hall? A. Yes.

Simpson wanted McCarter to make clear just what phase of the investigation he referred to.

Q. How many reporters and photographers were in Somersetville that night? A. I don't know.

Q. Were there six? A. I said I didn't know!

Q. How much money has the Mirror spent on this investigation? Simpson objected, but McCarter said:—

"It is the theory of the defense that this case was inspired by the Mirror for financial reasons and to promote the circulation of the Mirror."

"This case is proceeding as a result of indictments brought by the Somerset grand jury. It is of no consequence if the Mirror spent a cent. This man, if that is the defense theory, is attacking the court of Oyer and Terminer," said Simpson.

Judge Parker upheld Simpson. McCarter looked chagrined.

Quizzed About Salary

"Does your salary increase with the Mirror's circulation?" was McCarter's next question, which the court also overruled.

The defense lawyer told the court he believed it proper to show the "bias and interest" of the witness by showing that his salary depended on the Mirror's increase in circulation.

Q. The first thing that your paper "broke" was the publication of an annulment suit by Arthur S. Riehl?

Simpson objected. McCarter reframed his question. The court overruled him again.

Q. Have you been in court all during this trial? A. Only one day before this.

Q. Where is your residence? A. West New York, N. J.

"The same town the Governor comes from?" snapped Simpson.

"Yes; the same town Frank Hague lives in," rejoined McCarter.

"And a darned good town because he lives there, too," Simpson parried.

Somerset county where the jurors come from is overwhelmingly Republican. Gov. Moore and Boss Hague are Democrats. McCarter is a Republican.

Q. Have you since, in your paper, made apology for this picture appearing on November 10?

McCarter, obviously laying the basis for a future libel suit, showed Payne an "artist's conception" with Willie laying a calling card at the feet of the slain rector and his choir singer.

A. Why, no. To whom would I make it?

Q. Is it a fact that copies of the Mirror were sent to every member of the struck jury list before this trial?

Simpson objected and Justice Parker excluded the question.

Card Wrapped in Wax Paper

Q. Is it not a fact that to your knowledge, copies of the Mirror, since October 1, have been sent to members of the struck jury? A. No.

Simpson took Payne for re-direct examination.

Q. You said the card, when in your possession, was wrapped in wax paper. What was its condition when it left your office? A. The same as when I got it.

Q. What did you do with this card? A. I gave it to Police Commissioner Beggans at his home.

(Commissioner Beggans heads the police of Jersey City.)

Simpson read to the court a story accompanying Willie Stevens' fingerprints in the Mirror.

Q. From the date of publication until now, has Willie demanded a retraction, had you arrested for criminal libel or sued you? A. No.

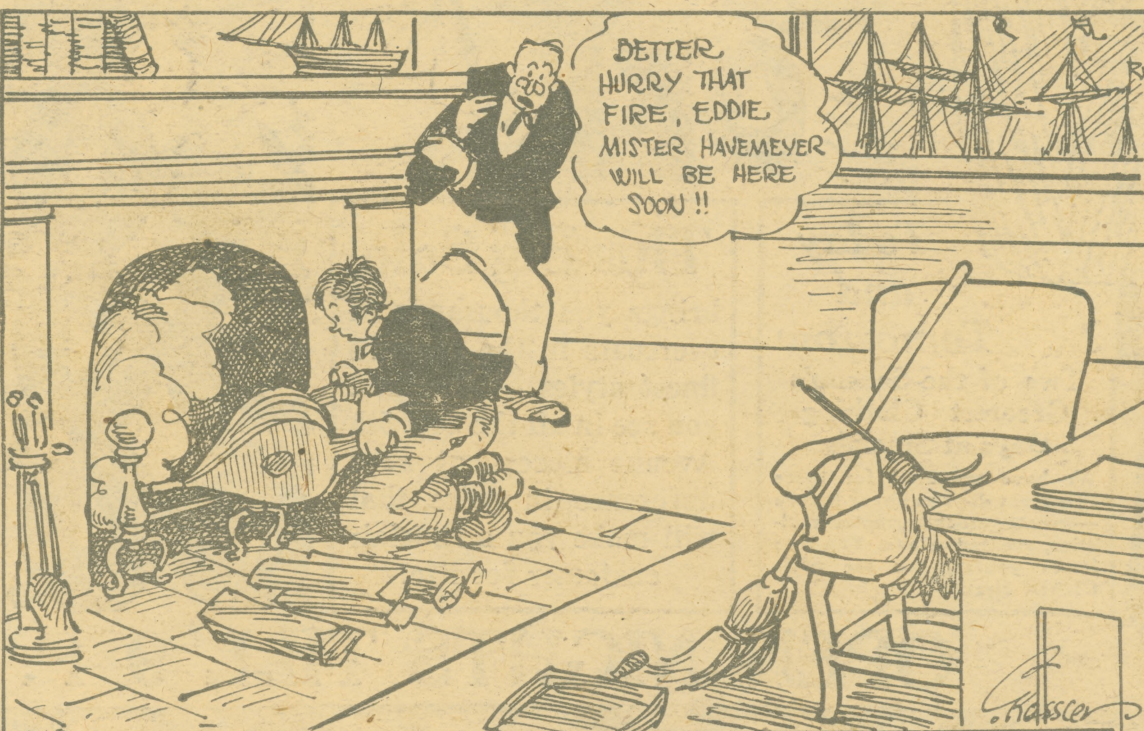
"Some of those things may come later," McCarter threatened.

"They'd better come early," was Simpson's retort.

Q. Why did you not meet Schwartz at Police Headquarters?

Judge Parker excluded the question and court adjourned for noon recess.

MAKING THE GRADE—



W. EDWARD FOSTER, PRESIDENT OF THE AMERICAN SUGAR REFINING COMPANY, STARTED WORKING IN THE SAME OFFICE HE NOW OCCUPIES, AS A BOY FOR SIX DOLLARS A WEEK.

By Kessler